

Varun Thakur

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Looking for an End of Studies Internship from June/July 2025 in Digital Marketing, Social Media, CRM & E-com

Education

EDHEC Business School — Lille, France

08/2022- 06/2025

MIM — Business Management (Grande Ecole) Track

MSc. Marketing Management in Luxury & Fashion

- **TEDxEDHEC Business School Association** - Marketing Team

National Institute of Technology Calicut — Kerala, India

07/2018 — 05/2022

B. Tech - Civil Engineering

- C.G.P.A —7.70
- Managed and Co-ordinated the technical and cultural fests namely Tathva, & Ragam with over 10,000 participants.

Professional Experience and Projects

International Digital Project Manager, L'Oréal Paris - 41 Rue Martre, Clichy

01/2024 – 06/2024

Product Detail Page (PDP) Rollout:

- Successfully led the international rollout of 3 new PDP formats across 62 countries, impacting millions of users.

Website & Service Management:

- Utilized Jira and Confluence to effectively manage website and service maintenance for international and local teams, minimizing downtime and ensuring smooth operation.

Performance Optimization with Agile Methodology:

- Led a 5-member Agile team using Scrum to monitor website performance. Facilitated the resolution of 14-20 bugs per week, improving website stability by 1.7%.

Virtual Try-on & Data Management:

- Optimized virtual try-on experiences for 5 product categories using Modiface CMS. Increased product coverage on country websites by 21% through strategic integration of CMS, AI, VR, and data analysis tools.

Industry Event Participation:

- Represented the Brand at Viva-Tech, showcasing Beauty Genius (new AR innovated service) to over 165,000 attendees and generating significant brand awareness.

Assistant Project manager E-commerce, Royal Canin Mars Petcare - Montpellier

07/2023 – 01/2024

- Co-led European Key Accounts (EKA) team for Royal Canin brand, developing website content and e-merchandising guidelines.
- Analyzed competitor activity, market data, and sales. Collaborated with data analysts and e-commerce teams to generate monthly KPI reports and media tracking plan budgets using E-fundamentals and Fox-intelligence.
- Managed 2 creative agencies (Kozy & BNG) for content development, product sampling, and influencer campaigns in priority markets.

Product Development & Innovation MSc. Project, L'Oreal BRANDSTORM

10/2024 – 12/2025

- Developed a 3-in-1 skincare product concept for L'Oreal Men Expert (L'Oreal Brandstorm) to increase category awareness and sales, featuring a **microcurrent facial massager/silicone scrubber with integrated eye contour stick, and a deo roll-on**.
- Conducted product concept testing using conjoint analysis in the software **SPSS**.
- Performed **A/B testing** with 120+ respondents.

International Marketing Strategy MSc. Project, Lacoste

10/2024 – 12/2025

- Developed customizable moccasin product strategy with a multi-cultural team of 6 for North American market (\$400-450B), targeting self-expression seekers and fashion-casual consumer personas.
- Conducted comprehensive market research through 6 laddering interviews, creating a **Consumer-Driven**

Positioning (CDPP) strategy with **ETIC & EMIC** consumer segmentation.

- Selected among top 12 teams to present strategic project directly to Lacoste brand.

Skills

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|----------------------------------|-----------------|---|
| • Jira, Scrum & Confluence | • UI & UX | • Asana & Notion |
| • Adobe Photoshop & Premiere Pro | • SWOT Analysis | • M.S. Office Tools, Tableau, SQL, SPSS |

Languages

- | | | |
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| • C1 English - Fluent | • B2 French - Proficient | • Hindi - Fluent |
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Extracurricular Activities and Achievements

- *JEE (Joint Entrance Exam)* – Placed in the top 1.1 percent of the country.
- *GMAT* – 650 (Q49 V30) and *IELTS* – CEFR C1 English.
- Google Data Analytics, Project Management courses, DELF B1, INSIDE LVMH certifications

04/2018

11/2021